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news

EXPO 70 STAFF

RELEASE: WEDNESDAY, FEB. 19/69

CHOSEN BY ONTARIO

Twenty-seven young people--14 women and 13 men-- have been chosen to work as hostesses and hosts for the Ontario Government Pavilion at Expo 70 in Osaka, Japan, Hon. Stanley J. Randall, the Minister of Trade and Development, announced today.

"These young men and women are the pick of more than 2,000 uncovered by our recruiters who canvassed the province's universities, colleges and community colleges during the past four months," the minister said. "From what I have seen of the records of the final choices, I am confident they'll do Ontario proud at Osaka."

The hosts and hostesses are gathering in Toronto today (Wed. 19) and tomorrow (Thurs. 20) for an introductory conference. Officers of the Department of Trade and Development's Special Projects and Planning Branch will brief them on their job responsibilities, details of Ontario's participation at Expo 70, and about conditions in Japan where the young Ontarians are to spend more than six months next year. The

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exposition will run from March 15 to September 13, 1970.

The pavilion staffers will join forces again in the fall, when they will undergo special Japanese language training in Toronto. "Several of these young people can speak some Japanese," Mr. Randall said. "But it is not possible to find enough people in Ontario with both the language knowledge and the other necessary qualifications for the demanding work of our pavilion. So with an intensive course, especially set up over a 12-week period, we hope to bring up the whole staff to a reasonable degree of fluency in one of the more difficult languages in the world.

"Our research has established that a speaking knowledge of Japanese is an absolute must when dealing with the Japanese public, who will make up more than 90 percent of the audience for the Osaka fair. Of course, we chose hosts and hostesses who can speak several other languages as well, as is essential for duties at an international exposition of this calibre and scope."

Ontario's \$2.6 million pavilion at Expo 70 is aimed at opening up trade and development opportunities with other nations, and with Japan in particular. "Japan is Canada's third best trading partner currently, but Ontario is only getting a small fraction of this business," the minister said. "So, along with introducing the province, its people and its potential to the Japanese public in an entertaining way, we intend to show Japanese businessmen that Canada's

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richest province offers many opportunities for them."

Ontario's will be one of the four pavilions from Canada at Japan's Expo. Quebec and British Columbia are the other two provinces participating, as is the federal government. The Ontario Pavilion 1970 is to feature a new film by Christopher Chapman, the successor to the Toronto filmmaker's memorable "A Place to Stand" for the province's exhibit at Montreal's Expo 67.

FOR FURTHER INFORMATION, CONTACT

FRANK MORITSUGU, SPECIAL PROJECTS BRANCH

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RANDALL TO OPEN ONTARIO GOVERNMENT
TRADE OFFICE IN MINNEAPOLIS

RELEASE: IMMEDIATE

TORONTO--Stanley J. Randall, Minister of Trade and Development, will officially open a new Ontario Trade Office in Minneapolis, Minnesota on June 23. The opening is part of week-long trade meetings in the Minneapolis/St. Paul area to establish closer trade ties between the mid-western states and Ontario.

To highlight the opening of Ontario's newest trade office, Mr. Randall will speak at a luncheon for business and government leaders from the Twin Cities on June 23. Robert Groves, Ontario's Trade and Industry Counsellor for the area will also officiate.

During the week-long Business Opportunity Mission, U.S. manufacturers and agents will meet with their visiting Canadian counterparts to discuss investment and trade opportunities, and plan joint marketing and manufacturing ventures, licensing agreements, and Ontario branch plant proposals.

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Peter A. York, Executive Director of the Trade and Industry Division of the Department of Trade and Development and Neil Probyn, Chief of the American Section, International Branch accompany Mr. Randall on this trade mission, with headquarters at the Hotel Radisson.

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June 17, 1970

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RANDALL TO OPEN
ONTARIO GOVERNMENT TRADE OFFICE
IN MINNEAPOLIS

RELEASE: IMMEDIATE

TORONTO--Stanley J. Randall, Minister of Trade and Development, will officially open a new Ontario trade office in Minneapolis, Minnesota, June 23. The opening is part of week-long trade meetings in the Minneapolis/St. Paul area to establish closer trade ties between the upper mid-western states and Ontario.

To highlight the opening, Mr. Randall will speak at a luncheon for business and government leaders from the Twin Cities, June 23. Robert Groves, Ontario's Trade and Industry Counsellor for the area, will also officiate.

During the week-long Business Opportunity Mission, U.S. manufacturers and agents will meet with their visiting Canadian counterparts to discuss investment and trade opportunities. They will also discuss Ontario branch plant proposals, joint ventures and licensing arrangements.

Peter A. York, Executive Director of the Trade and Industry Division of the Department of Trade and Development, and Neil Probyn, Chief of the American Section, International Branch, accompany Mr. Randall on this trade mission.

Headquarters is the Hotel Radisson,

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**ONTARIO DEPARTMENT OF
TRADE AND DEVELOPMENT**

950 Yonge Street, Toronto 5, Canada • 416-365-5466

news

RELEASE: IMMEDIATE

NEW PUBLICATION ASSESSES
ONTARIO'S MAJOR MARKETS

TORONTO--A new edition of "Statistics for Profit," categorizing Ontario's leading export markets and pointing to expanding sales opportunities has been published, the Honorable Allan Grossman, Minister of Trade and Development, announced today.

Compiled by the Foreign Market Development Section, Trade and Industry Division, "Statistics for Profit" provides specific data on imports and exports to help Ontario manufacturers assess foreign market potential, in particular the United States, the United Kingdom, West Germany and Japan.

"Exports accounted for 21.1 per cent of Ontario's gross provincial product in 1969," Mr. Grossman pointed out. "In view of our small domestic market, exports are of vital importance to our economy. The U.S. market continued to dominate Ontario's exports, accounting for 82.2 per cent of all Ontario exports in 1969. Ontario's second largest market, the United Kingdom, was 5.5 per cent."

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Ontario's exports in 1969 amounted to \$6,815 million. This represented a 14.1 per cent increase over 1968. The largest item in Ontario's exports, road motor vehicles, was \$3.2 billion in 1969, or 47 per cent of total Ontario exports. Apart from road motor vehicles, Ontario's exports of other fully manufactured goods in 1969 reached \$1.2 billion, a 10.1 per cent increase over the previous year.

An important section of "Statistics for Profit" is Ontario exports to the U.S. broken down by commodities and regions. In 1969, total U.S. imports amounted to \$38.8 billion, of which 27.7 per cent came from Canada. The bulk of Ontario/U.S. trade is concentrated in three areas: Pennsylvania - Ohio - Michigan, New York - New Jersey, and Illinois - Indiana - Wisconsin.

These eight States are highly industrialized and account for 40 per cent of total U.S. population. One main reason for increased trade between Ontario and these states is the U.S./Canada Automotive Agreement.

Ontario exports to the United Kingdom in 1969 were \$379.5 million. This amounted to 34 per cent of all Canadian exports to the U.K. Largest export items in 1969 were: nickel in ores, concentrates and scraps (\$87.5 million); tobacco, unmanufactured (\$54.3 million); precious metals in ores, concentrates and scraps (\$34.3 million) and copper and aluminum, including alloys (\$26.5 million).

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To both Canada and Ontario, Japan has become an important trade partner. Japanese/Ontario trade is reviewed in this new publication. Between 1967 and 1969, Ontario exports to Japan increased from \$42.5 million to \$52.4 million, or 23.3 per cent increase.

Largest items in Ontario's exports to Japan were: copper in ores, concentrates and scrap; zinc in ores, concentrates and scrap; other metal ores, concentrates and scrap; primary iron and steel; office machines and equipment. Ontario's total of Canadian exports to Japan in 1969 was 8.4 per cent.

Ontario exports to West Germany were \$64.4 million in 1969, or 22.8 per cent of the Canadian total of \$280.6 million. Largest items in the Ontario total were in both crude materials and fabricated materials, while the bulk of Canadian exports to West Germany was in crude materials. West Germany's total imports in 1969 were U.S \$24.9 billion.

For further information, please contact Foreign Market Development Section, Trade and Industry Division, Ontario Department of Trade and Development, 950 Yonge Street, Toronto 5, Ontario. Telephone (416) 365-4347.

June 22, 1971

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INDUSTRIAL PROMOTION
PROGRAMS OUTLINED

RELEASE: IMMEDIATE

All the ingredients of an effective industrial development program, involving local industry, community services and the residents, are dealt with in a comprehensive, 142-page publication, Municipal Industrial Development Guide, issued by the Department of Trade and Development.

The updated reprint, prepared by the Industrial Development Branch of the Trade and Industry Division, is a single-volume reference to the subjects essential in establishing industrial promotion - ranging from industry prospecting and zoning to water supply, air pollution control and transportation.

Noting that the Industrial Development Branch has for some years provided an extensive service for promoting industrial development, assisting and guiding communities in the creation of sound municipal programs of their own, Trade and Development Minister Stanley J. Randall says in a foreword:

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"The success of a community program centres on the ability and knowledge of the local industrial spokesman and supporting organization, whether it be on a voluntary or full-time basis."

A sound program of industrial development, it is stressed, must offer certain supporting tangibles:

- An attractive place for industrial location - clean streets, well-kept houses and gardens, good service stations and restaurants and many other contributing factors, which involve little or no capital investment.
- A complete and comprehensive catalogue of information about the community.
- Continuous activity in the industrial promotion field and a constant review of the community's "facts" inventory.

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TRADE AND INDUSTRY
SERVICES OUTLINED

RELEASE: IMMEDIATE

Trade promotion and industrial development programs of the Ontario government are spelled out in a compact, 14-page booklet, Trade and Industry Services, published by the Ontario Department of Trade and Development.

Functions of the department's Trade and Industry Division, which assists in developing new industries across the province and in exporting Canadian products and services to world markets, are explained.

The division, headed by Executive Director Peter A. York, includes the industrial development, marketing, research and international branches.

The booklet invites Ontario manufacturers and foreign businessmen to get in touch with the Department of Trade and Development, Trade and Industry Division, 950 Yonge Street, Toronto 5.

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**ONTARIO DEPARTMENT OF
TRADE AND DEVELOPMENT**

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Government
Publications
news

RELEASE: IMMEDIATE

ONTARIO PRODUCTS FOR EXPORT
LISTED IN NEW PUBLICATION

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TORONTO--More than 2,400 Ontario exporting firms and their commodity classifications are listed in a new, 160-page edition of "Ontario Products for Export," published by his department, Trade and Development Minister Allan Grossman announced today.

An index of product commodities is grouped under five main sections: live animals; food, feed, beverages and tobacco; crude materials; fabricated material; and manufactured products.

Ontario export companies are cross-referenced by number under each commodity listing. The names of export managers are also provided.

Ontario's leading export commodities are outlined in three illustrated sections. These major exports include goods and services such as airport equipment; hotel and restaurant equipment; transportation equipment; engineering services; heavy machinery; general manufacturing; foodstuffs, and other products.

"Ontario exports to 142 countries around the world and the province counts for 80 per cent of Canada's fully manufactured exports. This publication will serve to acquaint foreign buyers and Canadian exporters with the province's exporting potential," Mr. Grossman stated.

